

THE INDUSTRY PRESENTS

Galileo

A new theatrical experience
on Earth scale



ABOUT THE PROJECT **GALILEO***Fire, Sand, Water, Stars*

Performed around an enormous bonfire on the beach of Santa Monica just north of the Santa Monica Pier, this large-scale collaboration will bring Brecht's searing play to life as an anarchic celebration of the triumph of freethinking over authority. *Galileo* is a large-scale collaboration with contributions by The Actor's Gang (Tim Robbins, Artistic Director), LA Dance Project (Benjamin Millepied, Artistic Director), composer Andy Akiho, artist Liz Glynn, and produced for an international multi platform release by Corrino Films.

Harnessing the elemental power of fire against the backdrop of a limitless horizon, this production viscerally embodies the core ideas of the play and offers a radical new exploration of Brecht's influential ideas.

Galileo is co-presented by the City of Santa Monica Cultural Affairs under the auspices of their triennial GLOW festival. GLOW re-imagines Santa Monica Beach, with original commissions by artists, as a playground for thoughtful and participatory art.

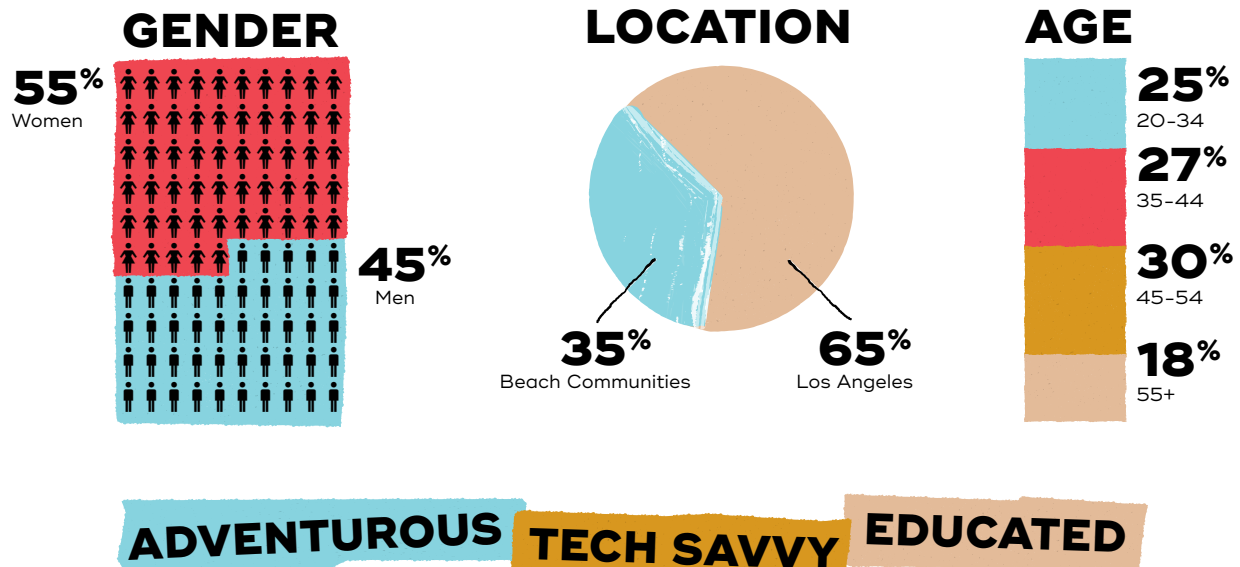
Galileo

October 6-8, 2017**Free Admission****By Bertolt Brecht****Translated and directed by Yuval Sharon****Co-production with the City of Santa Monica,****The Actor's Gang, and LA Dance Project****Music by Andy Akiho****Sculpture and Production Design by Liz Glynn****Cinematic Production by Corrino Films***The California Connection*

While Brecht lived in Santa Monica, exiled from Nazi Germany, he worked closely with the actor Charles Laughton to premiere an adaptation of *Galileo* at the Coronet Theater in 1947.

In addition to *Galileo* on the Beach, City of Santa Monica will host several cultural events around the city celebrating Brecht's artistic legacy.

AUDIENCE INFORMATION**Previous Audiences**

**Expected Galileo Audience**

- 12,000 on the beach for the live show
- Tens of thousands people for the live cast at the Santa Monica Pier and at the secondary seating area on the other side of the Pier.
- Millions through online distribution, potential international television rights and live in cinema release.


Through audacious performance concepts and new works written in English – as well as engaging the most talented artists working in Los Angeles – The Industry’s demographic is an exciting wide range. Above all, our work attracts people who are interested in new and creative experiences.


A world premiere that crosses genres to attract and engage music, theater, and festival audiences, *Galileo* tests the boundaries of what is traditionally perceived as high culture (opera and theater) and low culture (*Burning Man* and raves). *Galileo* will create a spectacle that will reach our direct audience, but also a secondary audience using the public beach areas around the performance site as well as the number one tourist destination in Southern California, the Santa Monica Pier (3 million visitors per year).


By making work at a public site we will inspire the broadest possible spectrum of awareness: young audiences; art patrons and traditional art-lovers; fans of multidisciplinary art; site-specific and community-based work; cultural tourists and members of the local community. Additional beneficiaries include local businesses, and Los Angeles’ Arts and Cultural establishment.

MARKETING INFORMATION


The Industry Reach

 Facebook: 3,500+ likes

 Instagram: 879 followers

 Circulation of video documentation
with media partners: 500,000+

 Twitter: 1,900 followers

 Newsletter subscription: 10,000+

Recent Press

New York Times *'Hopscotch' Takes Opera Into the Streets*

10/30/15 & 10/31/15 **Circulation 1,380,000+**

New Yorker *Opera on Location*

11/16/15 **Circulation 1,055,000+**

The Guardian *Tinseltown's comeback: Los Angeles' resurgence as America's cultural capital*

12/17/15 **Circulation 160,000+**

Wall Street Journal *'Hopscotch, a Mobile Opera in 24 Cars' Review*

11/11/15 **Circulation 3,378,000+**

California Sunday Magazine *Moving Parts L.A.'s most anticipated new opera takes place in cars – of course. Behind the scenes of Yuval Sharon's audacious logistical nightmare, 'Hopscotch.'*

October 2015 **Circulation 400,00+**

Los Angeles Times *'Hopscotch,' dubbed the 'asphalt opera,' hits the streets of L.A.*

10/8/15 **Circulation 650,000+**

LA Weekly *L.A.'s Crazy Opera Inside A Fleet Of Moving Limos*

10/23/15 **Circulation 160,000+**

Los Angeles Magazine *Watch an Opera While Being Driven Around L.A. in a Limo*

November 2015 **Circulation 140,000+**

SPONSORSHIP OPPORTUNITIES**An “Only in Southern California” Experience**

What is more iconic for Southern California than the most popular tourist destination, the historic Santa Monica Pier? The pier and history of Santa Monica are at the heart of locating *Galileo* on the beach. Our beach opera allows local and international businesses a chance to impress an adventurous, upwardly mobile audience who celebrate all that Southern California offers. This is a once in a lifetime chance to support a project that features beach activities that are normally forbidden – FIRE and PERFORMANCE.

Align Your Brand with the *Most Innovative Cultural* Happening

Supporting this one-of-a kind, attention-grabbing project increases exposure via audiences and press. It tells your clients that your company supports Santa Monica as a vital center for arts and culture. Show direct proof of how culture improves the lives of the people who live and work here.

Promote to a Savvy Audience in an Unexpected Way

Galileo is so unique in format that there are endless creative opportunities for marketing, and sponsorship, including drive by signage, sponsorship and event app marquis sponsor. We look forward to discussing how your business can be involved.

LIVE STREAM / THEATRICAL OPPORTUNITIES

- Title brand sponsor of live multi camera cinematic production across multiple content and social media platforms.

ONSITE OPPORTUNITIES

- Branding of opening or closing night performances
- Hospitality opportunities
- VIP lounge on beach, at pier, in nearby hotel
- In-kind technology, streaming, communication

ONLINE/PRINT OPPORTUNITIES

- Opening & closing night parties
- Hotel sponsorship
- Advertising in program book

PAST PARTNERS**MARKETING BENEFITS****CATEGORY EXCLUSIVITY**

Advertising rights
Onsite vending

LOGO PLACEMENT

Onsite
Worldwide documentation
In printed program

SOCIAL PROMOTION

Facebook, Instagram, Twitter,
Youtube, Website, Email

OTHER SPECIAL BENEFITS INCLUDE

Complementary Tickets
Private event on the beach

**For Sponsorship Opportunities,
please contact:**

**elizabeth@theindustryLA.org
213-626-0750**



GALILEO INSPIRATION

GLOW Santa Monica, CA

Glow is a tri-annual art festival that takes place near the Santa Monica Pier, a project by the City of Santa Monica. It is an all-night cultural experience featuring original commissions by artists that re-imagine Santa Monica Beach as a playground for thoughtful and participatory temporary artworks. The lively festival attracts hundreds of thousands of residents and Angelenos to the beach for an all night art party.

SITE SPECIFIC, COLORFUL, UNEXPECTED**FREE SHAKESPEARE IN THE PARK** NYC

Creating theater for one of the largest and most diverse audience bases for 60 years – more than five million people have attended free Shakespeare in the park performances, making it one of New York City's most beloved summer traditions. It is an essential cultural force through productions of new plays, musicals, and Shakespeare that lead and frame dialogue on some of the most important issues of our day with the most celebrated actors of our time.

INCLUSIVE, THEATRICAL, RELEVANT**BURNING MAN** Black Rock Desert, NV

Burning Man is an annual gathering that takes place at Black Rock City—a temporary community erected in the Nevada desert. The event is an experiment in community and art – experimental and interactive sculpture, building, performance. The event takes its name from its culmination, the symbolic, ritual burning of a large wooden effigy (“the Man”).

65,922 participants / Median Age: 34 Median Personal Income: \$54k-\$55k

ANARCHIC, CARNAVALESQUE, SCULPTURAL

The Future of Opera

Making
the impossible
possible
one opera
at a time

Building upon The Industry's track record of inspiring city and nationwide excitement for new operatic experiences, *Galileo* is bound for attracting the attention of press worldwide.

After the huge success and recognition of our 2015 cultural sensation *Hopscotch*, all eyes are on The Industry to see what audacious experience we will create next. And with a major residency at the Los Angeles Philharmonic for the next three years, our audience and reputation will cement us as the most innovative multidisciplinary organization making once-in-a-lifetime experiences.

Praise for *Hopscotch*

Best of 2015

"Awe-inspiring....*Hopscotch* triumphantly escapes the genteel, fenced-off zone where opera is supposed to reside."

Alex Ross, **The New Yorker**

Best of 2015

"A brilliantly engineered concoction of street theater, animation, video art, installation art, environmental art and, yes, the lyric stage, involved an impressive team of composers, librettists, theater people, tech people, drivers and the occasional stunt motorcyclist."

Mark Swed, **Los Angeles Times**

"A masterpiece. *Hopscotch* has broken the fourth wall with a vengeance."

Heidi Waleson, **Wall Street Journal**

"A defamiliarizing and ultimately haunting journey through the cityscape."

Will Robin, **New York Times**

"Site-specific performance at its best. Inspired, massive, complicated, and magical."

Anthony Byrnes, **KCRW Opening the Curtain**

"*Hopscotch* may be referred to years from now as the project that redefined opera for the early 21st century."

Jim Farber, **San Francisco Classical Voice**

From the LA River to the Bradbury Building, from rooftops to abandoned parking lots, from inside an Airstream to the back of a limousine zooming through the unsuspecting city streets, The Industry's audacious mobile opera *Hopscotch* took Los Angeles by storm in Fall 2015.

With 24 cars, 126 diverse artists, 6 composers, 6 writers, and 1 unique architectural space where the entire piece was streamed for free, *Hopscotch* was a once-in-a-lifetime event.

Before *Hopscotch*, The Industry presented the widely regarded *Invisible Cities*, a finalist for the 2014 Pulitzer Prize in Music and the subject of an Emmy-winning documentary. The production was named in the Top 10 lists for both Music and Architecture in *The Los Angeles Times*. An innovative collaboration with Sennheiser, *Invisible Cities* gave audience members wireless headphones to discover the singers and dancers among the everyday life of LA's Union Station.

Download the press summary to survey the incredible wide range of press The Industry received for both productions.

The Industry's *Hopscotch* www.hopscotchopera.com

The Industry's *Invisible Cities* www.invisiblecitiesopera.com

ABOUT THE TEAM : THE INDUSTRY

The Industry creates experimental productions that expand the traditional definition of opera. By merging media and engaging in interdisciplinary collaborations, we produce works that inspire new audiences for the art form. We believe that opera can be emergent and responsive to new perspectives and voices in contemporary culture. The Industry serves as an incubator for new talent and for artists predominantly based in Los Angeles.

Founded by Yuval Sharon in 2010, The Industry has grown through collaborations with organizations such as the Los Angeles Philharmonic, SCI-Arc, Hammer Museum, wild Up, LA Metro, LA Dance Project, Ate9 Dance Company, Inspiravi Chorus and others. We maintain a flexible staff so that the art created defines the organizational structure year by year.

The Industry has developed large-scale world premiere productions every other year: *Crescent City* (2012), *Invisible Cities* (2013), and *Hopscotch* (2015). Throughout the year, we present smaller-scale yet artistically ambitious events, including our biennial workshop of new American operas, *First Take*, and our California series *Highway One*. The Industry Records expands the reach of new American opera through high-quality recordings.

Yuval Sharon

Founder & Artistic Director

Elizabeth Cline

Executive Director

Marc Lowenstein

Music Director

Ash Nichols

Production Manager

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Meredith Monk

Merry Norris

Abby Sher


“Quickly and dramatically making itself an essential component in American opera”

Mark Swed, **Los Angeles Times**

“The coolest opera company in the world”

Brian Lauritzen, **KUSC**

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ABOUT THE TEAM : CORRINO FILMS

Corrino Films is a full service production company with its European headquarters in Amsterdam and US operations in Venice, California. Corrino is unique with experience in all media styles and formats, as makers of feature film, television shows and documentaries or as the production company of choice for concert films, commercials, live broadcast of events and Europe's proven leaders in 4K video production. The company has its own financing arm as well as an exclusive global sales outlet.

ABOUT THE TEAM : SANTA MONICA CULTURAL AFFAIRS

The City Of Santa Monica Department Cultural Affairs supports the arts and the artists of one of the world's most exciting coastal destinations. A division of the City of Santa Monica's Community and Cultural Services Department, Cultural Affairs produces, presents and facilitates access to cultural events for residents and millions of annual visitors, helps anchor the diverse creative sector that enriches our cultural and economic base, and promotes Santa Monica as a major cultural destination.

The City of Santa Monica, with its rich cultural history, has had a profound effect on the development of art and culture domestically and internationally. From its earliest days, artists have found inspiration along its sandy beaches and foothills. More visual and performing artists, arts presenters, designers, architects, and film and music producers per capita can be found in Santa Monica than in any other city in the State.